

# HOME OF **SPORT & LIFESTYLE**



  
**KITZBÜHEL**

  
**KITZBÜHEL**



**THE LEGENDARY  
IKON PASS RESORT  
IN AUSTRIA**

## **KITZBÜHEL** RELAXED & ELEGANT

Kitzbühel seamlessly blends alpine lifestyle, nature, and tradition unlike any other, all while embracing a modern outlook on life. This picturesque town is proud to be part of the prestigious, Best of the Alps alliance. The Best of the Alps partners share a steadfast commitment to sustainable tourism, offering diverse outdoor activities and a rich cultural heritage, ensuring visitors an unparalleled experience steeped in natural splendour and cultural diversity.

Tourism in Kitzbühel began in the early 1850s, with the legendary sports town later gaining global recognition, thanks to the famous Hahnenkamm ski race. Yet, beyond this celebrated event, Kitzbühel and its neighbouring villages of Reith, Aurach, and Jochberg have a wealth of treasures to be discovered. Visitors are treated to an array of worldclass amenities, from luxurious accommodation to gourmet dining experiences, all set in a breathtaking mountain landscape. This, together with a plethora of sporting activities, makes guests find themselves truly spoiled for choice.



# KITZBÜHEL'S FINEST

What is it about Chamois Town that has drawn visitors for generations? To unravel this captivating mystery, let us embark on a journey to discover the illustrious figures who have shaped the soul of Kitzbühel.

## TONI SAILER

Born in Kitzbühel on November 17, 1935, Toni Sailer was more than just a ski racer; he was a cultural icon. With three Olympic Gold medals and multiple World Championships, Sailer's prowess on the slopes was legendary. Yet, his talents extended beyond skiing, gracing the silver screen in 15 films and captivating audiences with 18 records as a singer. Even after retiring from competitive skiing in 1959, Sailer continued to leave an indelible mark on Kitzbühel as a guiding force in the Austrian Ski Association and the prestigious Hahnenkamm race.

## PAULA VON LAMBERG

At Schloss Lebenberg in Kitzbühel, on September 21, 1887, Paula von Lamberg emerged as a trailblazer in women's ski jumping. Affectionately known as „The Flying Countess,“ she defied conventions and soared to new heights, leaving an enduring legacy in the stories of skiing history.

## FRANZ REISCH

The visionary behind Kitzbühel's ascent to tourism glory, Franz Reisch was born on October 17, 1863, in Kufstein. A passionate mountaineer and hiker, Reisch recognized the untapped potential of his beloved town. His foresight paved the way for Kitzbühel's emergence as a premier destination, welcoming its first foreign skiers in the winter of 1897/98. From the iconic „Alpenhaus“ on Kitzbüheler Horn to the Grand Hotel and the enchanting Lake Schwarzsee, Reisch's vision transformed Kitzbühel into a haven for adventurers and seekers of alpine beauty. Serving as mayor from 1903 to 1913, his stewardship left an enduring mark on the town's heritage.

## THE WONDER TEAM

In the aftermath of World War II, Kitzbühel witnessed the rise of the „Wonder Team,“ igniting a ski frenzy that reverberated across the globe. Ernst Hinterseer, Hias Leitner, Christian Pravda, Fritz Huber, Anderl Molterer, and Toni Sailer comprised this formidable squad, bringing home a string of victories that captured the hearts of Austria and the world alike.



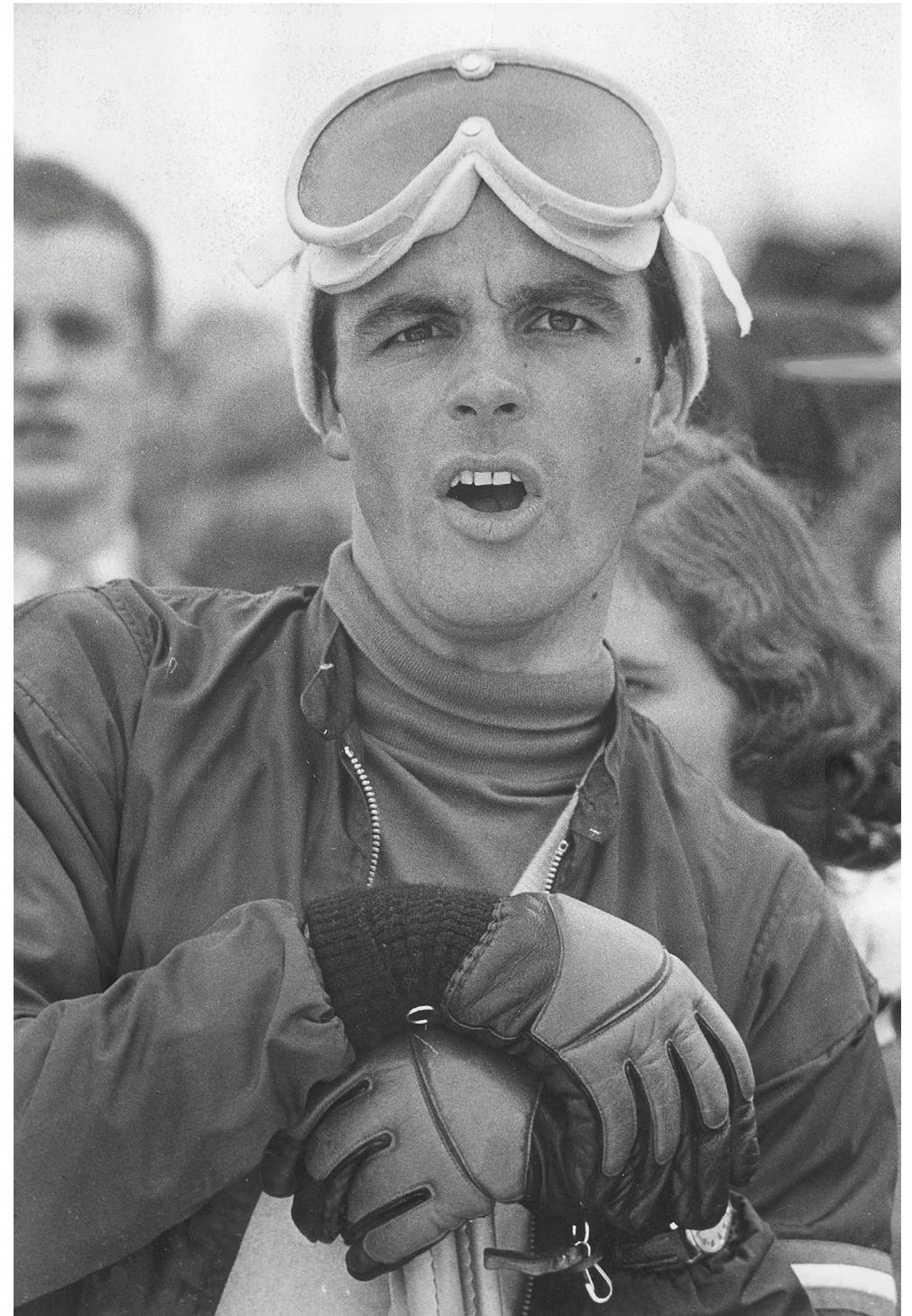
## REMARKABLE INDIVIDUALS SHAPE A BRIGHT FUTURE

As the sun casts its morning glow across Kitzbühel's mountain ridges, it illuminates not just the breathtaking scenery but also the enduring legacy of the remarkable individuals who have shaped this town's character. Their visionary spirit, unwavering determination, and boundless charisma have not only left an indelible mark on the physical landscape but have also woven the very fabric of Kitzbühel's uniqueness.

Within this once remote mountain village, one discovers the echoes of Toni Sailer's quest for greatness, Paula von Lamberg's willingness to challenge conventional ways, and Franz Reisch's pioneering spirit. These luminaries of Kitzbühel's past, alongside the legendary

Wonder Team, have not only propelled the town to global recognition but have also instilled in its inhabitants a distinct way of life. A way of working hard so that one can relish in life's simple pleasures—family, traditional food, spending time with friends, appreciation of the natural environment, and fostering a profound pride in hailing from a humble town known around the world for embracing life to the fullest.

As you stroll along the charming streets and lose yourself in the natural beauty, take a moment to ponder the lasting impact of these extraordinary individuals. Their spirit permeates every corner of Kitzbühel, beckoning you to explore, to dream, and to embrace the essence of living life to its fullest during your stay in the Chamois Town.





# A WINTER FAIRYTALE IN KITZBÜHEL

**Kitzbühel is always in season. As a destination with tradition and exceptional charm, the enjoyable combination of sports and lifestyle creates a unique flair. From the end of November to the beginning of April, Kitzbühel is a true paradise for skiing fans! In Kitzbühel, everything is close at hand. Thanks to the Hahnenkammbahn cable car, you can access the mountains from the town on skis.**

There is also plenty of action away from the slopes in this winter paradise: perfectly groomed cross-country ski trails, winter and snowshoe hiking tracks, horse-drawn sleigh rides, or strolls through the historic town centre.

## **SKIING IN KITZBÜHEL IS PASSION**

Glide over the slopes with perfect technique and carve through the powder on the freeriding ridges. Prime skiing conditions await winter sports enthusiasts until the beginning of April. In addition to the world-famous “Streif” racing piste, a total of 233 kilometres of slopes will set skiers’ pulses racing. The culinary options range from local delicacies to gourmet cuisine in the 60 huts and mountain

restaurants in the ski area. Families especially enjoy the free beginner lifts in the valley: Rasmusleiten, Mocking, Mini-streif (Kitzbühel), Hausleiten (Jochberg), Pass Thurn, Reith, and Aschau.

## **WINTER HIKING**

It’s the easiest way to truly experience Kitzbühel’s winter wonderland: simply wander through it. Winter hiking is the simplest way to leave stress and worries behind. It requires little more than good footwear, warm clothing, and one of our 35 marked trails leading you to altitudes of up to 2,000 metres above sea level.

## **WINTER CLASSICS**

Seeking more winter excitement? Explore 70 km of meticulously groomed cross-country ski trails, perfect for fitness enthusiasts. Feel the adrenaline rush as you toboggan down natural runs or on a specially illuminated night run. Family fun awaits at the Sportpark’s ice skating rink and climbing centre, while sociable ice curling games beckon at one of our six rinks. For a touch of romance, embark on a horse-drawn carriage ride through Kitzbühel’s snow-covered streets.

**1893**

1<sup>st</sup> skiing  
descent at the  
Kitzbüheler Horn

**1929**

Technical Pioneers:  
Worldwide 1<sup>st</sup> cable car  
for sport purpose

**1958**

10 million  
guest  
transported

**1966**

Foundation of  
the Alpine Ski  
World Cup

**1974**

Hansi Hinterseer wins  
the Alpine Slalom at  
Ganslernhang

**2024**

World's  
Best Ski  
Resort



## **SKIING HISTORY SINCE 1893**

An inseparable part of Kitzbühel's history and skiing tradition is Franz Reisch: He successfully completed the first ever high-Alpine descent on skis in Austria from the Kitzbüheler Horn mountain on 15 March 1893. Reisch is thus one of the most important skiing pioneers in the Alpine region. Additional major Kitzbühel milestones for the tradition of skiing include the construction of the Hahnenkammbahn cable car as the first ropeway for sport in Austria and the ascendancy of ski instruction in Kitzbühel under the leadership of Karl Koller.

# HAHNENKAMM RACES: THE LEGENDARY STREIF

When Kitzbühel hosted the first Hahnenkamm Race in 1931, no one could have predicted that it would grow into one of the most prestigious winter sports events in the world. Over the decades, the downhill race on the Streif and the slalom on the Ganslernhang have become legendary fixtures in the Alpine Ski World Cup. For many athletes, winning here is as prestigious as winning Olympic gold.

Jumps, up to 80 meters in distance, steep slopes with up to 85 percent gradients and speeds of up to 145 km/h make the Streif unique on the World Cup circuit. From the start house the downhill stretches over a course length of 3,312 meters and a difference in altitude of 860 meters to the finish at 805 meters. The course record is 01:51,58 minutes and was set in 1997 by Fritz Strobl from Carinthia.

FACTS

**145 KM/H**

TOP SPEED

**80 METERS**

LONGEST JUMP

**47,500**

RACE VISITORS IN ONE DAY

**> 100**

TV STATIONS REPORTING WORLDWIDE

**700**

MEDIA ACCREDITATIONS

**1,000,000,000**

TV AUDIENCE WORLDWIDE





# WINTER CLASSICS

Discover the diverse winter magic of Kitzbühel, beyond skiing. Explore cross-country skiing, winter and snowshoe hiking, tobogganing, ice skating, and more in the „most legendary sports city of the Alps.“

## WINTER HIKING

Experience the magic of snow-covered mountains with winter hikes. The crunch of snow, sparkling ice crystals, and crisp mountain air make each walk unforgettable. Numerous hiking trails in the valley and on sun-drenched panoramic paths invite relaxation. Guided winter and snowshoe hikes, including atmospheric starlight walks, provide additional insights into the natural surroundings.

## SKI TOURING

Kitzbühel is a paradise for ski touring enthusiasts, with routes for every skill level. Ascending through the snowy mountain landscape is rewarded with spectacular views. Signposted ski touring routes on the Bichlalm and Gaisberg ensure safe and varied experiences.

## CROSS-COUNTRY SKIING

70 kilometers of perfectly groomed trails offer optimal conditions for cross-country skiers of all abilities. High-altitude trails on the Kitzbüheler Horn and Pass Thurn provide top-level cross-country skiing. The sport trail on the Golf course Kitzbühel-Schwarzsee-Reith is illuminated daily until 9 pm.

## TOBOGGANING

Fast-paced toboggan runs provide enjoyment for young and old. Rustic Alpine huts invite you to stop for refreshments and replenish your energy.

## ICE SPORTS

Ice skating at the Sportpark Kitzbühel offers fun for all ages. Ice stock sport and curling in Austria's only curling hall complete the offerings.

## HORSE-DRAWN CARRIAGE RIDES

Romantic through the winter wonderland – horse-drawn carriage stands in the town centre



# WINTER HIGHLIGHTS IN KITZBÜHEL

Kitzbühel is blessed with a wide variety of exciting events year-round. From thrilling sports spectacles to enriching cultural celebrations, soul-stirring musical performances, and culinary delights, the calendar is brimming with opportunities to revel in the famous Kitzbühel lifestyle.

## ADVENT IN KITZBÜHEL

November & December: Traditional Christmas market with charming stalls, Tirolean delicacies and exquisite hand-crafted treasures.

## NEW YEAR'S EVE

December to January: Ring in the New Year with style! Enjoy on-snow displays, music, food, and vibrant nightlife with loved ones.

## SNOW POLO WORLD CUP

January: The prestigious Snow Polo tournament, showcasing thrilling equestrian action.

## HAHNENKAMM RACES

January: The most spectacular ski races, with the best skiers in the world

and over 80,000 fans for a week of legendary festivities.

## STREIF VERTICAL UP

February: An uphill race where over 500 participants aim to conquer the Streif race course, a testament to endurance and mindset.

## FIREBALL

March: Ski in Bond-style glamour at Fireball, a unique race inspired by James Bond's legacy in Kitzbühel.

## SPRING GAMES

March & April: Enjoy spring skiing fun with friends, featuring water slides and different competitions every weekend.

## SOUND | ESCAPE BOUTIQUE FESTIVAL

March: A weekend of celebrations, combining the best of mountains and electronic music.

## EASTER IN KITZBÜHEL

April: Experience authentic Tirolean Easter traditions with egg hunts, music, and cultural activities.

EVENTS.[KITZBUEHEL.COM](https://www.kitzbuehel.com)





# THE MAGIC OF HIKING: ENJOYING NATURE

**With over 1,000 kilometers of marked hiking trails, breathtaking views, and idyllic mountain huts, all with the backdrop of the impressive Alps. Kitzbühel's stunning landscape is covered with flowing alpine meadows, picturesque waterfalls, and idyllic lakes. Kitzbühel takes pride in being the first destination to receive the European Hiking Quality Seal, setting new standards in European hiking quality. Together with the villages of Aurach and Jochberg, Kitzbühel is part of the largest hiking consortium in the German-speaking region – Austria's Hiking Villages.**

Whether it's a leisurely stroll, an idyllic hike, or a challenging mountain tour, in Kitzbühel, one doesn't need to achieve athletic feats to explore the dazzling mountain world. But one can. As a culinary highlight, numerous rustic mountain restaurants and alpine huts offer delicious regional delicacies.

## **HIKES TO LAKES AND WATERFALLS**

Refreshing experiences centered around water are the favourite routes for many. Whether it's the Bichlach hike to the lakes in Reith, visiting the Sinters-

bach and Schleier waterfalls, or hidden gems like the Blaue Lacke or Torssee, they all offer pure refreshment.

## **BREAKFAST ON THE MOUNTAIN**

When the first rays of sun illuminate the peaks of the Kitzbühel Alps, the early wake-up call is worth it and rewarded with a delicious breakfast on the alpine pasture. Over 60 huts in the Kitzbühel region, Wilder Kaiser, Brixental, Hohen Salve, and Kufsteinerland offer a variety of homemade delights – farmer's bread with fresh butter, accompanied by jams, cheese, and bacon. Simply enjoy and replenish all your senses.

## **CULINARY HIKE – THE 3-COURSE TOUR**

Experience the enchanting atmosphere of the region on a hike, while combining it with a culinary exploration. Enjoy a delightful 3-course tour through the Südberge, where impressive panoramas are paired with a delicious gourmet experience. In Kitzbühel, the symbol of sport and lifestyle, hiking and culinary pleasures merge into a harmonious unity.

### NEW 2026 | KIRCHBERG TRAIL

This 10 km „top-to-bottom“ ride flows seamlessly from the Fleckalmbahn mountain station down into the valley. Featuring mellow berms and rollers, it offers pure flow for families and experts alike. It is a continuous line designed to thrill every skill level, making group rides a truly shared experience.

### SONNENRAST TRAILS

Ideal for novice riders and families, the Sonnenrast Trails, opened in 2023, represent Kitzbühel's newest development. These trails feature dual lines (easy and medium) with stunning North Shore sections overlooking the majestic Kitzbühel southern mountains. The trails connect to a purpose-built MTB Skill Area at the base of the Sonnenrast bike lift.

### HAHNENKAMM TRAIL

The 7.2 km Hahnenkamm Flow Trail is all about pure riding pleasure. From wide, sweeping curves to the high-speed „Rollercoaster“ section in the woods, it packs a punch with spectacular elevation changes. The adventure finishes with a panoramic view over Kitzbühel—dropping you off right at the Hahnenkambahn, perfectly positioned for your next lap.

### FLECKALM TRAIL

A favourite among experienced riders, the 7.1 km long Fleckalm Trail offers enduro-style terrain with roots and drops to test your technical skills. As you navigate its challenging twists and turns, you'll discover why this trail is a must-ride for seasoned bikers seeking an adrenaline rush.

### LISI OSL TRAIL

Named after the local World Cup rider, the Lisi Osl Trail offers medium difficulty terrain accessible via the Gaisberg lift. With its tight features and thrilling descents, this trail promises to level-up your riding skills and push the limits of intermediates and experts.

### GAISBERG TRAIL

Formerly the location for the national downhill championships, the Gaisberg Trail delivers heart-pounding action with its challenging terrain and steeper sections. Accessible via the Gaisberg lift, this trail offers an unforgettable experience for riders craving excitement and adventure.





# THE ULTIMATE BIKE CHALLENGE: THE KITZBÜHELER HORN

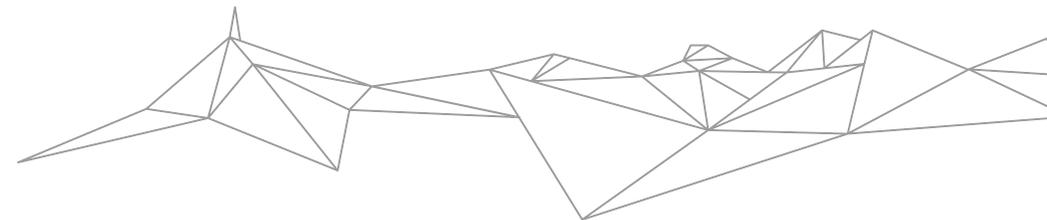
**For nearly four decades, cyclists have tested their mettle on the formidable slopes of the Kitzbüheler Horn, Austria's steepest cycling mountain. With inclines reaching a staggering 22.3 percent, this legendary route offers no respite, demanding every ounce of strength and determination from riders.**

The Kitzbüheler Horn has earned its reputation as the most challenging bike mountain in Austria, attracting seasoned road cyclists seeking the ultimate test of skill and endurance. With 18 hairpin bends spanning 7.1 kilometers and 876 meters of altitude gain, this ascent is not for the faint of heart. From 1971 to 1995, the mountain gained further acclaim hosting international mountain bike races, earning it the title of the „Alpe d'Huez“ of Austria. Since then, it has become a staple stage of the Tour of Austria, with the mountain finish at the Alpenhaus considered the king's

stage of the race. Legendary cyclists such as Cadel Evans, Georg Totschnig, and Riccardo Ricco have left their mark on the slopes of the Kitzbüheler Horn, with Austrian professional cyclist Thomas Rohregger holding the record for the fastest ascent.

Are you ready to take on the challenge of cycling at the Kitzbüheler Horn? Prepare to test your limits and experience the thrill of conquering one of Austria's most iconic mountains.

	TO THE ALPENHAUS	TO THE SUMMIT
DISTANCE	7,1 km	9,4 km
METRES IN ALTITUDE	876 m	1.201 m
NUMBER OF U-TURNS	18	30
AVERAGE GRADIENT	12,5 %	12,8 %
MAX. GRADIENT	22,3 %	> 25 %



# SUMMER SPLENDOUR

As the days stretch longer and the nights grow warmer, our anticipation for summer reaches its peak - a season filled with boundless joy and unforgettable experiences. From May to October, Kitzbühel comes alive with a vibrant tapestry of events, celebrating art, culture, sports, and culinary delights. Here are some special highlights to look forward to:

## AUSTRIAN ALPINE OPEN

May: Europe's most prestigious golf tournament comes to Kitzbühel in 2026.

## KITZBÜHEL GOLF FESTIVAL

June: Savour culinary delights and elite golfing at the Kitzbühel Golf Festival. Experience top-tier cuisine and wines from six Austrian vintners against the backdrop of four stunning golf courses.

## GOLF THE STREIF

June: A unique chance to drive, chip, and putt your ball down the world's most famous ski run, the Streif.

## PURA VIDA KITZBÜHEL

Every Thursday in July and August: Pura Vida in authentic Kitzbühel. Experience the pulsating energy and cultural richness as the streets come alive with music, art, and community warmth.

## GENERALI OPEN

July: Step into the rich heritage of Austrian tennis at the Generali Open ATP Tennis Tournament, renowned as Austria's longest-running traditional clay court event.

## KITZ KULINARIK

August: Delight your senses with the diverse flavours of the local region, as top chefs showcase the best of Kitzbühel's gastronomic heritage.

## KITZ KULINARIK X PIEMONT

October: Sample the finest offerings of the Alba region. From coveted white truffles to world-class wines, enjoy meticulously crafted specialities from artisans and winemakers.



kitzbuehel.com



**AUSTRIAN  
ALPINE OPEN 26** 

**25 – 31  
May 2026**

Golf course Kitzbühel-Schwarzsee-Reith

presented by  

# DP WORLD TOUR IS COMING TO KITZBÜHEL

The DP World Tour, one of the most prestigious professional golf series in the world, has been back in Austria since 2025. Following its successful debut at the Gut Altentann Golf Club, the Austrian Alpine Open – part of the DP World Tour – will be held at the Kitzbühel-Schwarzsee-Reith golf course from 25 to 31 May 2026.

Kitzbühel is one of the leading golf destinations in the Alps, featuring four courses in town and twelve more nearby. Targeted investments in the courses, driving range, and infrastructure ensure the region is ready to host top-tier events. A special highlight: Austria's most successful golfer, Sepp Straka, will compete at the Kitzbühel-Schwarzsee-Reith golf course. With the return of Austria's biggest domestic golf event, Kitzbühel is once again underlining its reputation as the most legendary sports town in the Alps and strengthening the region's position as a year-round travel destination.



**GET YOUR  
TICKETS  
NOW**

[golf.kitzbuehel.com](http://golf.kitzbuehel.com)

## GOLF HOTELS IN KITZBÜHEL

Indulge in the ultimate golf experience with our specialist golf hotels. Every detail is tailored to perfection, ensuring a truly unforgettable stay. It's no wonder we're renowned as the 'golf paradise of the Alps'.

All Kitzbühel golf courses are easily accessible from the golf hotels. Fantastic restaurants and wonderful wellness facilities make Kitzbühel the perfect destination for all golf lovers.

- Kempinski Hotel Das Tirol 5\*s
- Grand Tirolia Kitzbühel 5\*
- Schlosshotel Kitzbühel 5\*
- Relais & Châteaux Hotel Tennerhof 5\*
- Alpenhotel Kitzbühel am Schwarzsee 4\*s
- Sport-Wellnesshotel Bichlhof 4\*s
- Hotel Kitzhof Mountain Design Resort 4\*s
- ERIKA Boutiquehotel Kitzbühel 4\*
- Lisi Family Hotel 4\*
- Rasmushof Kitzbühel 4\*
- Das Reisch 4\*
- Aktivhotel Schweizerhof 4\*

# GOLF PARADISE IN THE HEART OF THE ALPS

Kitzbühel combines first-class golf courses, impressive mountain panoramas and exclusive Tirolean hospitality to create a golfing experience of a special kind. A total of four golf courses are located in and around the town and can be reached in just a few minutes.

## KITZBÜHEL-SCHWARZSEE-REITH GOLF COURSE

Nestled in the impressive mountain world of the Kitzbühel Alps, the 18-hole Kitzbühel-Schwarzsee-Reith golf course is a real highlight. The holes start off flat and get hilly on the back 9, making the course offer ideal playing conditions and varied challenges for golfers of all skill levels.

## EICHENHEIM GOLF COURSE

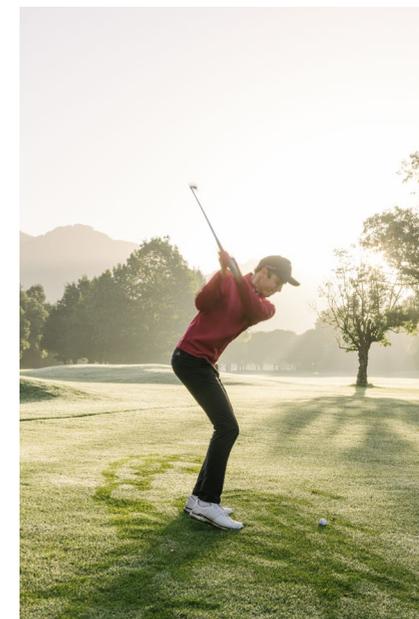
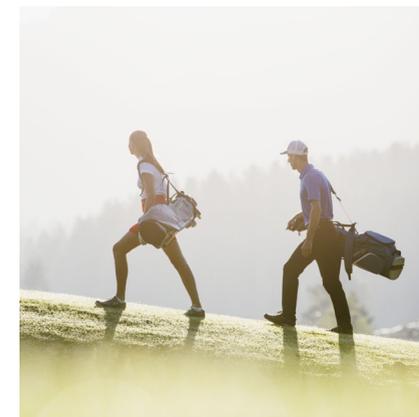
The Eichenheim golf course derives its very special character from the captivating blend of steep rock faces, natural streams, dense deciduous forests, and challenging long pars. This 18-hole championship course, masterfully designed by renowned golf course architect Kyle Phillips, is truly one of the most impressive courses in Austria.

## KITZBÜHEL GOLF COURSE

The Kitzbühel golf course is often hailed as the most traditional among the four excellent courses in the region. Situated in a prime, sunny location directly adjacent to the Schlosshotel Kitzbühel, this course has been repeatedly recognized as „Austria’s most beautiful 9-hole golf course“. It provides a unique and memorable experience for golfers of all abilities, featuring two spectacular island greens that challenge and delight players against a stunning alpine backdrop.

## RED BULL GOLF AT RASMUSHOF

The 9-hole Red Bull golf course at Rasmushof offers a truly unique setting, nestled directly in the finish area of the legendary Streif downhill run. Featuring challenging fairways and spectacular views, it appeals equally to both ambitious golfers and beginners. The experience is particularly impressive as the fairways run alongside the world-famous Streif, providing stunning panoramic views over Kitzbühel and the surrounding mountains.





# YOUR PERFECT ALPINE STAY

Kitzbühel offers a diverse selection of accommodation options, each meticulously crafted to meet the needs of every traveller. From sustainable green stays to bespoke apartments, there's something for everyone. Luxury hotels offer opulent amenities, while mindful accommodations focus on tranquillity and wellness. Despite their varied styles, they all prioritise one thing - the guest experience. Whether you seek mountain adventures or alpine serenity, Kitzbühel's hotels ensure a memorable stay with unmatched service, Austrian hospitality and blending comfort.

## ALPINE LUXURY

In Kitzbühel, luxury is a way of life. With nineteen four-star and above hotels, there are ample opportunities to unwind. From stunning rooftop pools and incredible restaurants to specialist golf hotels offering world-class courses and wellness facilities, you'll be spoiled for choice when seeking indulgent relaxation.

## KEEP IT GREEN

Kitzbühel's unique Tirolean landscape reflects a deep connection to nature and farming. You can find a range of sustainable accommodations, including traditional farmhouses in breathtaking locations, providing an eco-friendly and authentic experience.

## APARTMENTS

With a 750-year history, Kitzbühel has a variety of fascinating buildings that retain their original charm while adding a modern twist. Unique apartments housed in historic structures offer guests a taste of Austrian heritage with contemporary comforts.

## GUEST HOUSES

Guest houses hold a special place in Austrian culture, where hosts welcome visitors with warmth and share their stories. Many traditional restaurants in Kitzbühel also serve as guest houses, inviting travellers to experience the unique world of Alpine life.



**FIND YOUR  
KITZBÜHEL  
ACCOMMODATION**



## Hotel Kitzhof Mountain Design Resort 4\*s

The Hotel Kitzhof Mountain Design Resort is just a few minutes' walk from the center of Kitzbühel, combining modern Alpine style with traditional Tyrolean charm. The 160 rooms and suites offer breathtaking views of the Kitzbühel Alps and ensure the highest level of comfort. The culinary delights at Hotel Kitzhof include regional specialties, made with locally sourced ingredients. The hotel also features a spacious spa area with a pool, saunas, relaxation rooms, and a fitness studio.

### HIGHLIGHTS

- **Ideal Location in Kitzbühel**  
Just a few minutes walk from the town center, offering stunning views of the Kitzbüheler Horn and the Hahnenkamm
- **Alpine Design & Atmosphere**  
A blend of modern design and traditional Tyrolean elements, featuring high-quality natural materials and exclusive furniture from renowned designers
- **Relaxation & Indulgence**  
Unwind in the Kitz Spa with a pool and saunas, and savor regional specialties at the Kitzhof restaurant

Schwarzseestrasse 8-10 | 6370 Kitzbühel | +43 676 842 719 315 | [twestermeier@hotel-kitzhof.com](mailto:twestermeier@hotel-kitzhof.com)

[www.hotel-kitzhof.com](http://www.hotel-kitzhof.com)



## Penison Rainhof

Partner with Pension Rainhof – A Charming Getaway for your clients. Nestled in the heart of Kitzbühel, Pension Rainhof offers a charming retreat for travelers seeking relaxation, nature and warm hospitality. Our family-run guesthouse combines traditional charm with modern comforts ensuring a welcoming atmosphere for our guests / friends. Our stunning natural surroundings, cozy atmosphere and excellent service are the ideal choice for travelers seeking relaxation or/and outdoor adventures.

### HIGHLIGHTS

- **Authentic Experience:** Tradition meets best in class service (Our house celebrates its 500<sup>th</sup> birthday in the year 2026)
- **Prime Location:** 100m walk to the Kitzbüheler Hornbahn cable car, 400m from Kitzbühel's main train station. Most restaurants, shops, ... are within 5 min. walk
- **Comfortable Rooms:** Well-equipped and traditionally designed
- **Gourmet Breakfast:** Fresh, local ingredients and homemade cakes, jam, ... to start the day right

Hornweg 17 | 6370 Kitzbühel | +43 664 302 70 01 | [info@pensionrainhof.com](mailto:info@pensionrainhof.com)

[www.pensionrainhof.com](http://www.pensionrainhof.com)



## Hotel Kaiserhof 4\*

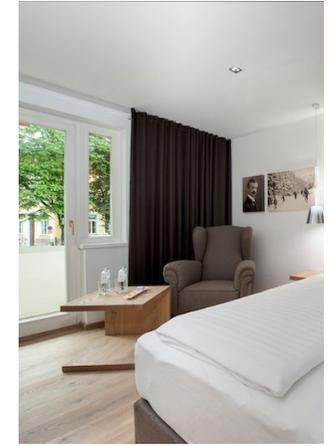
Our hotel in traditional Tyrolean style is located next to the Hahnenkamm gondola and just a few minutes' walk from the center of Kitzbühel. In summer, enjoy the stunning view of the Kitzbühel Alps from our terrace. In winter, the Kaiserhof offers ski-in/ski-out access. Our rooms are lovingly furnished with pinewood. Relax in the wellness area with a sauna, steam bath, and pool. Enjoy a rich breakfast, afternoon snacks, and a 5-course gourmet dinner. Kids are entertained in the „Mausefalle“ playroom.

### HIGHLIGHTS

- **Ski-In/Ski-out**
- **Located right next to the famous Hahnenkamm gondola**
- **Everything you need in one cozy hotel under one roof** – directly next to the ski slope and just a 3-minute walk to the old town: 73 rooms & suites, underground parking, conference facilities, restaurant, massage services, ski instructor services, wellness area with pool, hotel bar, and authentic Austrian warmth and hospitality

Hahnenkammstraße 5 | 6370 Kitzbühel | + 43 5356 206 65 | t.bernhard@hotel-kaiserhof.at

[www.hotel-kaiserhof.at](http://www.hotel-kaiserhof.at)



## Hotel Das Reisch 4\*

Welcome to Hotel Das Reisch in the heart of Kitzbühel! For four generations, our family-run hotel has combined tradition with modernity, offering first-class comfort in a perfect location. Just a few steps from the historic old town, we provide stylish rooms, an excellent à la carte restaurant, a mini spa, and a trendy bar. Whether it is summer or winter, enjoy unforgettable days in a hotel full of history and charm. Das Reisch – Home of Legends!

### HIGHLIGHTS

- **Prime location in the center of Kitzbühel**
- **Family-run for generations**
- **Home of Legends – Legends room**

Franz-Reisch-Straße 3 | 6370 Kitzbühel | info@dasreisch.com | +43 5356 633660

[www.dasreisch.com](http://www.dasreisch.com)



## Aktivhotel Schweizerhof 4\*

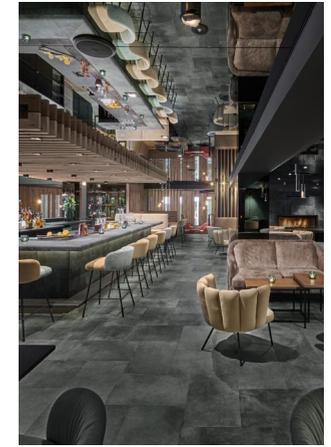
Enjoy a top notch active holiday experience at the Aktivhotel Schweizerhof. Guests enjoy the prime location directly next to the bottom station of the Hahnenkamm gondola, and just a few minutes walk from the town center. In the relaxed, and cozy atmosphere, guests can truly feel at home and unwind. The restaurant has a winter garden, a modern bar & lounge area and a sun terrace. The bright rooms and family apartments, modern ski depot, and the inviting wellness area complete the experience.

### HIGHLIGHTS

- **Prime location next to the bottom station of the Hahnenkamm gondola and just a few minutes walk from the town centre.**
- **High-quality cuisine with regional and international specialties.**
- **Honest and warm hospitality.**

Hahnenkammstraße 4 | 6370 Kitzbühel | +43 5356 627 35 | info@hotel-schweizerhof.at

[www.hotel-schweizerhof.at](http://www.hotel-schweizerhof.at)



## Leberberg Schlosshotel Kitzbühel 4\*s

Welcome to Hotel Das Reisch in the heart of Kitzbühel! For four generations, our family-run hotel has combined tradition with modernity, offering first-class comfort in a perfect location. Just a few steps from the historic old town, we provide stylish rooms, an excellent à la carte restaurant, a mini spa, and a trendy bar. Whether it is summer or winter, enjoy unforgettable days in a hotel full of history and charm. Das Reisch – Home of Legends!

### HIGHLIGHTS

- **46-meter panoramic pool** with breathtaking views of the Kitzbühel mountains
- **Versatile event spaces:** The hotel offers 5 conference rooms with a total capacity of up to 420 m<sup>2</sup>, suitable for various event formats
- **Culinary excellence:** An alpine, modern restaurant with a bar, panoramic windows, and a west-facing terrace for a delightful dining experience, accommodating up to 260 guests

Leberbergstraße 17 | 6370 Kitzbühel | +43 5356 6901 | groups@harischhotels.com

[www.harischhotels.com](http://www.harischhotels.com)



## Relais & Châteaux Hotel Tennerhof 5\*

The Relais & Châteaux Hotel Tennerhof is the smallest and most romantic 5-star luxury hotel in Kitzbühel. This charming family-owned manor offers award-winning cuisine, a panoramic sun terrace, and breathtaking views of the iconic Hahnenkamm and the picturesque town of Kitzbühel. Each of the 39 individually designed rooms exudes timeless elegance, furnished with carefully selected antiques. After an adventurous day, guests can relax at the Spa de Charme, a haven of tranquility and well-being.

### HIGHLIGHTS

- **Exclusivity, Privacy & Heritage** – As Kitzbühel's smallest 5-star hotel, the Relais & Châteaux Hotel Tennerhof combines luxury with history. Once a private estate in the 14th century, it has been family-owned for generations, preserving its unique charm. The individually designed rooms and exclusive Chalet Suites with private spa offer a refined retreat.
- **Culinary Excellence** – Decades of award-winning cuisine, blending regional and international flavours with exceptional service for an unforgettable dining experience.
- **Stunning Location & Views** – A peaceful, elevated setting with breathtaking panoramas of the Hahnenkamm, just minutes from Kitzbühel's center.

Griesenauweg 26 | 6370 Kitzbühel | +43 5356 63 181 | marketing@tennerhof.com

[www.tennerhof.com](http://www.tennerhof.com)



## Bruggerhof <sup>ORGANIC HOTEL</sup>

The Hotel Bruggerhof is the only 100% certified organic hotel in Kitzbühel, combining sustainability, nature experiences, and authentic Tyrolean hospitality. Located by Schwarzsee, it offers a mix of relaxation and outdoor activities. Guests can choose from cozy rooms, igloo huts, or nature camping. With regional organic products, a sustainable concept, and a diverse activity program, the Bruggerhof is the ideal eco-friendly vacation destination.

### HIGHLIGHTS

- **The only 100% certified organic hotel in Kitzbühel:** Sustainability at its core: Regional organic products, an eco-friendly operation, and a conscious approach to resources.
- **Family-friendly:** Perfect for families seeking relaxation and nature experiences in a sustainable setting, featuring mini golf, a playground, a Pit-Pat course, and a nature-inspired atmosphere.
- **Diverse activity programs & nature experiences:** Enjoy a variety of activities, including mindfulness walks, herbology, and creative workshops – the perfect way to harmonize body and mind while immersing yourself in nature.

Reither Straße 24 | 6370 Kitzbühel | +43 5356 62806 | office@bruggerhof-hotel.at

[www.bruggerhof-hotel.at](http://www.bruggerhof-hotel.at)



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Reither Straße 24 | 6370 Kitzbühel | +43 5356 62806 | office@bruggerhof-hotel.at

[www.bruggerhof-hotel.at](http://www.bruggerhof-hotel.at)



## Rasmushof Hotel Kitzbühel 4\*

Rasmushof is a family-run boutique hotel at the base of the Streif, offering ski-in/ski-out access in winter and a golf course in summer. It features 49 Tyrolean-style rooms, an authentic Austrian restaurant, and a wellness area. The hotel also has two seminar rooms, ideal for meetings and conferences. Open year-round, Rasmushof is a short walk from Kitzbühel's center, providing a luxurious and convenient stay full of luxury and convenience.

### HIGHLIGHTS

- **Prime Location with Ski-In/Ski-Out & Hike-In/Hike-Out:** Situated right at the foot of the Streif, surrounded by nature, while just a short walk from the town center.
- **Warm – Tyrolean – Authentic:** A family-run business led by host Signe Reich for 50 years.
- **Open 365 Days a Year:** An ideal venue for seminars, conferences, incentives, and various events year-round.

Hermann Reisch Weg 15 | 6370 Kitzbühel | +43 5356 652 52 | marketing@rasmushof.at

[www.rasmushof.at](http://www.rasmushof.at)



## Eggerwirt – Hotel & Restaurant 3\*s

In this authentic and historic hotel in Kitzbühel, you will experience Tyrolean hospitality and tradition in a modern setting. The charming Eggerwirt has been a true Kitzbühel institution since the 17th century. Thanks to its ideal and peaceful location in the heart of the „Gamsstadt“ and its high-quality, spacious rooms and suites, it offers the perfect home for your time in Kitzbühel. The ongoing renovations have placed a great emphasis on quality, general well-being, and preserving the hotel's original character.

### HIGHLIGHTS

- **The highest level of comfort** in a central yet quiet location in Kitzbühel.
- **A privately run traditional establishment**, with high-quality, spacious rooms and suites, in the popular country-house style.
- **An authentic restaurant** serving Austrian culinary delights.

Untere Gänsbachgasse 12 | 6370 Kitzbühel | +43 5356 624 55 | info@eggerwirt-kitzbuehel.at

[www.eggerwirt-kitzbuehel.at](http://www.eggerwirt-kitzbuehel.at)



## Grand Tirolia Kitzbühel 5\*

Grand Tirolia in Kitzbühel is a luxurious hotel nestled in the Austrian Alps. Known for its stunning mountain views, it offers a blend of modern comfort and traditional alpine charm. The hotel features elegant rooms, a world-class golf course, and a luxurious spa. Guests can enjoy gourmet dining and a range of outdoor activities, making it a perfect destination for relaxation, adventure and MICE.

### HIGHLIGHTS

- **18-hole leading golf course** directly at the hotel.
- **ATRIUM event room** with 270° fixed LED screen and state-of-the-art light & sound technology.
- With the **KINO TIROLIA** we have an exclusive cinema with a capacity of up to 28 people.

Eichenheim 10 | 6370 Kitzbühel | +43 664 782 204 94 | andre.krufft@hommage-hotels.com

[www.hommage-hotels.com](http://www.hommage-hotels.com)

# LEGENDARY MEETINGS

Imagine hosting your event surrounded by the breathtaking beauty of the Alps, where business blends seamlessly with pleasure. In Kitzbühel, meetings aren't just meetings—they're unforgettable experiences in a setting that inspires, energises, and impresses.

Whether you're planning a high-profile conference, an intimate gathering, or an exclusive gala, Kitzbühel offers exceptional venues to bring your vision to life.

- **Grand Tirolia Kitzbühel** sets the stage with its stunning new atrium, featuring a curved screen perfect for elegant gala events in an exclusive atmosphere.
- **Schlosshotel Kitzbühel** provides a truly unique experience—meet in a

castle, surrounded by its own lush golf course.

- **Rasmushof Hotel** offers a legendary location right at the foot of the Streif, where the world-famous Hahnenkamm ski race takes place.
- **Lebenberg Schloss Hotel Kitzbühel** boasts a 48-metre panoramic pool with breathtaking views.
- **Bichlhof Hotel**, a family-run retreat, is not only certified as an eco-friendly hotel but also recognised as a hiking hotel—a perfect blend of tradition and sustainability.

With personalised event planning and a dedicated team ensuring everything runs smoothly, Kitzbühel is the ideal setting for meetings that leave a lasting impression.



# YOUR PLACE TO MEET

Imagine hosting your event surrounded by the breathtaking beauty of the Alps, where business effortlessly blends with pleasure. In Kitzbühel, meetings aren't just appointments - they're unforgettable experiences in a setting that inspires, energises, and deeply impresses every participant. Guarantee an event that will be remembered for a long time.

Whether you're planning a high-profile conference, an intimate gathering, or an exclusive gala, Kitzbühel offers exceptional venues to bring your vision to life. With personalised event planning and a dedicated team ensuring everything runs smoothly, Kitzbühel is the ideal setting for meetings that leave a lasting impression.



750+ years of city history – Pioneering spirit since 1271



500+ global players meet here every year



Only 90 min from Munich, 60 min from Salzburg & Innsbruck airports



58 km<sup>2</sup> of inspiring space for encounters, from 800 to 2,000 m



50+ experiences & activities – from the vibrant town to the alpine meadows



Diverse meeting possibilities for every size and occasion



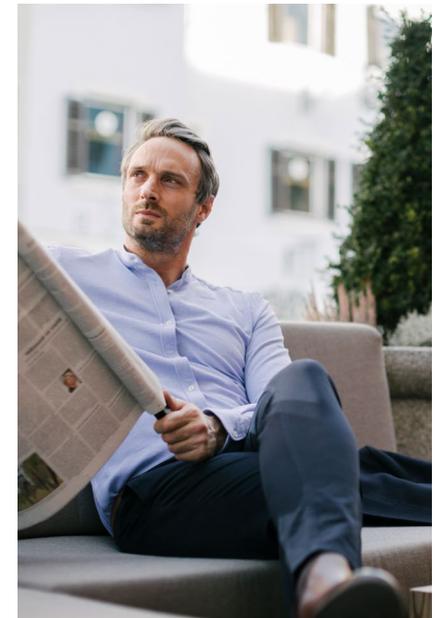
8 certified businesses with the Austrian Ecolabel



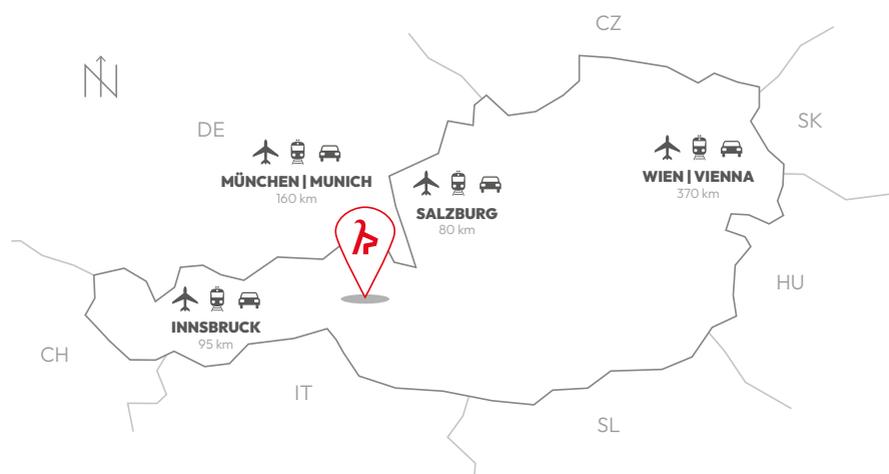
4 seasons of distinctive charm – perfect all year round



365 days of the highest quality & service



## GETTING HERE



**Kitzbühel's easy accessibility is worth a special mention. Effortlessly reached in under 1.5 hours from three airports: Munich, Innsbruck, and Salzburg. Kitzbühel's three train stations make traveling to mountains by rail sustainable, and offers picturesque views of the Austrian landscape. By shuttle or taxi, Kitzbühel's ideal location provides direct access from the major highways when traveling from all major airports.**

### OUT AND ABOUT IN KITZBÜHEL

Kitzbühel is easily explored on foot, meaning you don't need a car! Enjoy the mountains without the stress of parking or traffic worries. Discover the 750-year-old city centre on a leisurely walk, savour the unique ambiance, and breathe the fresh air in the heart of the Alps. Sights, shops, cafés, and restaurants are all waiting for you.

### PUBLIC BUS SERVICE

Public transport is a comfortable way of getting around in Kitzbühel and the surrounding region. The region operates a wide network of regional and ski buses.

**Explore your sustainable travel options  
to and around Kitzbühel:**

**ARRIVAL.[KITZBUEHEL.COM](https://www.kitzbuehel.com)**



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**KITZBÜHEL**



# KitzCard

Die Kitzbühel Gästekarte bietet zahlreiche Vergünstigungen und Inklusivleistungen. **Erstmals ab 2026** ist bei einem Aufenthalt in der Region Kitzbühel in den Monaten **Mai, Juni, September und Oktober** täglich eine **kostenlose Berg- und Talfahrt** mit den Kitzbüheler Bergbahnen inkludiert.

The Kitzbühel Guest Card offers numerous discounts and extras. For the **first time in 2026**, staying in the Kitzbühel region in **May, June, September and October** will include a **free lift ride up and down the mountain**, each day.



**Berg- und Talfahrt gratis!\***

\* Details und Nutzungsbedingungen auf [kitzcard.kitzbuehel.com](http://kitzcard.kitzbuehel.com)

**Free lift ride!\***

\* Details and terms of use at [kitzcard.kitzbuehel.com](http://kitzcard.kitzbuehel.com)